

eCON[®]

EMOTIONAL CONCEPT ASSESSMENT

If you're not measuring emotion,
you're not getting the truth.

eCON[®] is a better predictor of the market potential for your new concepts, because it combines reason and emotion to provide a more accurate picture of how consumers behave.

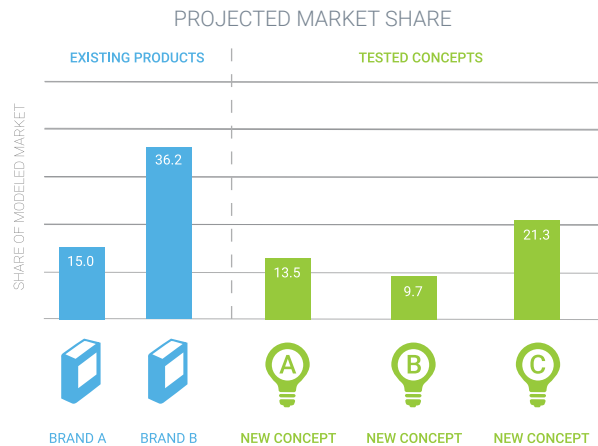


You don't have to kill all those good ideas.

The gap between research and results exists because most research firms don't measure the one thing marketers are striving to deliver – emotion.

Survey-based data is fundamentally unreliable because we are all hard-wired to present ourselves rationally. Which is why even the most sophisticated survey methods can't account for concepts that rely heavily on emotional appeal.

	Traditional Concept Testing	eCON
SAMPLE SIZE	n=200 (avg)	n=400 (avg)
STUDY INSTRUMENT	Questionnaire	Discrete Choice & Implicit Association Test
SCIENTIFIC BASIS	Self-Reported	Experimentally-Derived
DECISION-MODELS	Reason	Reason & Emotion
SUCCESS METRIC	Historical Database	Test vs. Control (Custom Competitive Set)
PREDICTIVE VALIDITY	NA	R2 = >0.8 (published results)
PRIMARY METRIC	Red, Yellow, Green	Projected Unit Sales / Unit Share
SECONDARY METRIC	Stated Purchase Intent	Incrementality %
	Mean Units at Trial	Price-Elasticity Curve
	Mean Annual Units	Implicit Brand Fit
DIAGNOSTICS	Explicit Perceptions Distinct Attention-Catching Need-Desire Advantage Credibility	Implicit / Explicit Perceptions Distinct (correlated to choice) Attention-Catching (correlated to choice) Need-Desire (correlated to choice) Advantage (correlated to choice) Credibility (correlated to choice)



Emotion doesn't just explain feelings, it explains behavior.

While it has been generally accepted that both reason and emotion are important for decision-making, only recently have scientists discovered a quantitative relationship between the two.

eCON[®] is the only concept test that applies this science to deliver a more accurate reflection of consumer behavior.

Put emotion into the equation and double the predictive power.

- Combines reason AND emotion for results 2X as predictive as traditional methods
- Determines success based on consumer behavior, not category benchmarks
- Delivers with enough precision to measure impact vs. challenger brands
- Measures more of what your marketing is intended to do - create an emotional response

eCON[®] Outcomes Include:

- Market Share Projections
- Incrementality Estimates
- Implicit Brand Fit
- Implicit Design Cues & Perceptions
- Custom Diagnostics

Test Results & Market Performance

CATEGORY	REASON	REASON + EMOTION
FOOD & BEVERAGE	51%	80%
HEALTH & BEAUTY	77%	87%
DURABLES	56%	91%
FASHION	69%	94%

In a published (best of ESOMAR) study with Macy's, emotion-weighted choice predicted sales of seasonal inventory at an R2 = 0.94 with subsequent studies achieving no less than R2 = 0.89

eCON[®] has proven itself:

- Validated by independent university studies
- Published in numerous respected academic journals
- Awarded honors by both ESOMAR and IIR
- Used by Fortune 500 companies in more than 25 countries